A proposal for the proposed PhD thesis entitled

"A STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS PACKAGED MILK IN MARATHWADA REGION"

Submitted to the

Swami Ramanand Teerth Marathwada University, Nanded

For

PhD (Management)

In

Management Science, under the faculty of Management Studies

By

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JUNE 2019

Introduction

Consumer behavior is the study of individuals', groups' and organizations' decisions with regard to the selection, purchase, use, and disposal of goods, services, ideas, or experiences to satisfy their needs and wants.Consumers make decisions about what they need, want, and desire and how do they buy, use, and dispose of goods. Consumer behavior is very important to understand what influences the buying decisions of the consumers and why does it so.By understanding how consumers decide on a product it is possible for marketers to fill in the gap and identify which product is needed and which products are obsolete in the market. It also helps marketers decide how to present their products such that they have maximum impact on consumers. There are many factors that influences consumer behavior such as Social Factors, Demographic factors, Personal Factors, Psychological Factors, and Group Influence.

Indians are predominantly vegetarian's. Where, milk and milk products occupy a significant place in the people's diet. Indians have knowledge on usage and consumption of milk and allied products over number of decades and play a vital role in the development of our economy. India has the world largest cattle population with best breeds of cattle and buffaloes. Milk among all commodities, is the largest contributor to the rural economy in India. At an all India level, the value of milk produced per annum is higher than the combined production of rice and wheat. According to National Dairy Development Board, Milk production in the country grew at 6.7 per cent to 176.4 million tones in 2017-18 as against 165.4 million tones in 2016-17, which was more than double the growth of world milk production. It improved the per capita availability of milk to 374 grams per day.

Importance of the study

Population has been rapidly increasing all over the World. Ultimately there seems to be rapid increase in demand for food especially of milk. Among food, milk has got importance, as it has got nutrition value. Scientifically, in among animal product milk contain a high nutrition value as it contains required ingredients for human body.

It is highly necessary to study the buying behavior of consumers regarding milk to understand and fulfill the gap between demand and supply of increasing population

Problem Definition

The main challenge for marketers is to understand the consumer's preferencesfor quality, freshness, odor and taste. In India, dairy industries has a rapid growing a flourishing in FMCG Product. Marketers are necessary to know the consumer behavior towards packaged milk of its availability, acceptance and affordability. The present study tries to identify the various factors that lending to the consumers behavior towards packaged milk.

Objectives of the Study

1. To study factors influencing consumer preferences.
2. To understand the consumer buying process.
3. To know consumer satisfaction for packaged milk.
4. To find outwhether consumersare loyalfor milk brands.

Literature Review

1. Satya Prakash Singh and Raghbir Singh(1986) investigated the relationship between income and consumption of milk products in Chandigarh area. It was found that the average monthly consumption increased with income for all milk products. Milk products produced by all the sectors organized, unorganized and homemade showed a dominance of the organized sector in all income groups.
2. Borah and Saikia (1996) studied the consumer's preference to milk and milk products in Greater Guwahati. The study revealed that the private sector served as the biggest supplier of milk. A minimum percentage of consumers never purchased milk for consumption. Preference for morning milk was higher than that for evening milk.
3. Dr.S.Franklin John, Ms.S.Senith and Ms.Reshma Ravindran (2013)4 in their study entitled on " Branding is the solution for product differentiation in Indian Dairy Industry". The study was investigate the influence of Milk brand rating and different dimensions of milk brand. The study analyzed the descriptive statistics and one - way ANOVA.The study found that Statistically significant differences were in the Milk brand rating and the different brand dimensions like Salience, Imagery ,Judgment, feelings and resonance and there is no statistically significant difference in dimension performance and Milk brand rating

4. Elangovan.N and Gomatheeswaran.M (2015) decided on consumer behaviour towards various brands of milk and milk products. Consumers' lifestyles are unbiased by number of factors. Like culture, subculture, morals, demographic factors, social position, reference groups, domestic and also the inner constitute of the consumer, which are emotions, behaviour motives of selling, sensitivity and knowledge. The study was critical the difference in consumer's behaviour with socio and monetary features towards brand collection.
5. Jothi Mary.C (2013) conduct a study on consumer behaviour The study determined on consumer behaviour is a division of consumer behaviours, which is anxious with decisions that go ahead up to the act of purchase. It could be the control of the variable price brand image, quality of the product, constancy of service. The study attempt to convey out the factor leading to the obtain behaviour and perception of consumers in buying milk.The consumers are content with value of brand compare to other brands.

Research design

This study involves both qualitative as well as quantitative data. Out of the different categories (i.e. exploratory research, descriptive research and casual research). Exploratory and Descriptive Research design will be used for different phases of research.

Temporal & Geographical Scope of Study

This Study will be conducted in Marathwada region. Consumers from Rural and urban part will be surveyed. Marathwada is located in the middle and south eastern portion of Maharashtra state. Marathwada is divided into eight districts and these eight districts are Aurangabad, Beed, Jalna, Latur, Nanded, Osmanabad , Parbhani and Hingoli.

Hypothesis Of the study

$H0_1$-Cultural, Social and personalfactors have no influence on consumer'sbehavior

$H1_1$- Cultural, Social and personalfactors have influence on consumer's behavior

$H0_2$-Consumer behavior is not influenced by marketing strategies

$H1_2$-Consumer behavior is influenced by marketing strategies

$H0_3$-Consumers are not satisfied by packaged Milk brands.

$H1_3$ - Consumers are satisfied by packaged Milk brands.

$H0_4$-Consumers are not loyal with brands of packaged milk.

$H1_4$-Consumers are loyal with brands of packaged milk

Sampling Method

Sampling methods are classified in to Probability sampling and Non probability sampling.In Probability sampling, probability of selection of sample is same.In this study Probability sampling method will be used.

For sampling procedure stratified sampling,simple random sampling and systematic sampling will be used to select consumers at various stages of study.

Sample Size Estimation

Estimation of sample size is an important part of research. It should not be too less and too large. Small sample size will give rise to sampling errors will not give true picture about population parameters where as high sample size resulting in wastage of resources,

If we assume confidence level and confidence interval then it is possible to estimate sample size.

Let us assume probability of happening and not happening be 0.5

Confidence level as 95% and Maximum error as 5% then

Sample size

Sr.no	District	Population
1	Aurangabad	3,701,282
2	Beed	2,585,049
3	Jalna	1,959,046
4	Latur	2,454,196
5	Nanded	3,361,292
6	Osmanabad	1,657,576
7	Parbhani	1,836,086
8	Hingoli	1,177,345
	Total (Marathwada)	18,731,872

Source: https://www.census2011.co.in/census/state/districtlist/maharashtra.html

Sample size according to morgans formula (Marathwada region) – 384nos

Sr.no	District	District wise sample size in nos according to morgans formula
1	Aurangabad	50
2	Beed	50
3	Jalna	50
4	Latur	50
5	Nanded	50
6	Osmanabad	50
7	Parbhani	50
8	Hingoli	50
	Total	**400**

Expecting possibility of incomplete questionnaire and keeping margin for probable error, so number of person to be surveyed are 400 (50 per district)

Primary Data Collection Plan

A. Data Collection Instrument

The quality of research depends to a large extent on the quality of the data collection Instrument. Questionnaire is common research tool used in study. A well structured questionnaire will be used as research instrument to collect primary data.

B. Contact Method

There are many methods of collecting primary data and the main methods include:

- Questionnaires
- Interviews
- Focus group interviews
- Observation
- Case-studies
- Diaries

Personal Interview method will be mainly used to collect Primary data

Data Analysis Plan

A. Statistical Methods

For analysis and interpretation of data collected various statistical techniques will be used such as Measures of Central Tendency, Measures of Dispersion, Correlation & regression, Multivariate analysis , Z test ,Chi square test and factoral analysis.

B. Software for Data analysis

In this study software to be used for data analysis is MS- EXCEL, SPSS

Chapter Scheme

1. Introduction
2. Review of Literature
3. Consumer behavior
4. Study of Milk Market in Marathwada region
5. Data Collection
6. Analysis and Interpretation of data
7. Conclusion & Suggestion

Time required

May 19 to June 19	Introduction
July 19 to Oct 19	Literature review and model building
Nov 19 to Dec 19	Secondary Data Collection
Jan 20 to Feb20	Questionnaire Design
Mar 20 to Aug 20	Primary data collection
Sep 20 toOct 20	Data tabulation & Presentation
Nov 20 to April 21	Data analysis
May 21 to Jun 21	Conclusion
July 21 to Mar 21	Report writing
Apr 21 to May 21	Presentation

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6. Philip Kotler and Harry Armstrong, (1995): Principles of marketing, Prentice Hall Inc

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